

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: April 8, 2011

SUBJECT: Director's Report

Committee Membership

Koran Spas is leaving Alderwood Mall for another career opportunity. She has resigned from the Lynnwood Tourism Advisory Committee as the Retail Representative, Position 7. We wish Koran all the best; she has been a valuable member of our Committee. Alderwood mall will be contacted regarding their continued participation on the TAC. Position 6, Restaurateur, also remains unfilled. If you have any recommendations regarding either position, please let Mary or me know.

Smith Travel Report

Lodging in Snohomish County continues to improve. Metrics for February 2011 YTD are as follows: Occupancy is 51.8 up 2.6% compared 2010; RevPar is \$42.44, up 7.8%, and ADR is \$81.89, up 5.0%. By comparison, King County metrics are as follows: occupancy is 56.0% up 4.1%, ADR is \$109.71, up 2.8%, and RevPAR is \$61.39, up 7.1%. Overall, Snohomish County ranks 4th in YTD occupancy, and 3rd in RevPar.

Snohomish County Tourism Plan

On Friday April 1, 2011, the Snohomish County LTAC voted to recommend to the County Council the adoption of the final draft of the Snohomish County Strategic Tourism Plan. County Council is expected to vote on this matter later in April. The Snohomish County Tourism Bureau and the Snohomish County Economic Development Department have the primary responsibility to implement the plan. Lynnwood will remain engaged in these efforts and will keep you apprised of progress to implement the plan.

Next Meeting: May 12, 2011